DOCUMENT RESUME

ED 099 660 CE 002 764

TITLE	Fishing Facts Unlimited. Enterprise: Man & Technology.
INSTITUTION	Southern Illinois Univ., Carbondale. Dept. of Technical and Industrial Education.
PUB DATE	70
NOTE	52p.
EDRS PRICE	MF-$0.75 HC-$3.15 PLUS POSTAGE
DESCRIPTORS	*Business Administration; Community Service Programs; Program Costs; *Publications; Records (Forms); *Student Projects; Success Factors; Trade and Industrial Education; Vocational Directors; *Vocational Education

ABSTRACT

Fishing Facts Unlimited, a student conducted enterprise in Technical and Industrial Education at Southern Illinois University, Carbondale has been a very successful operation, both financially and in providing a community service. The service provided by the enterprise was the production and sales of a 48-page fishing guide to Southern Illinois. The document describes the management responsibility of company officers and provides a summary of operations for treasurer, vice president of service output, vice president of marketing, director of personnel, and secretary and assistant to the president, as well as a financial statement. Approximately half of the document is devoted to appendixes consisting of charts and forms relating to the operation of the business. (EA)

ED 099660

FISHING FACTS UNLIMITED

ENTERPRISE: MAN & TECHNOLOGY

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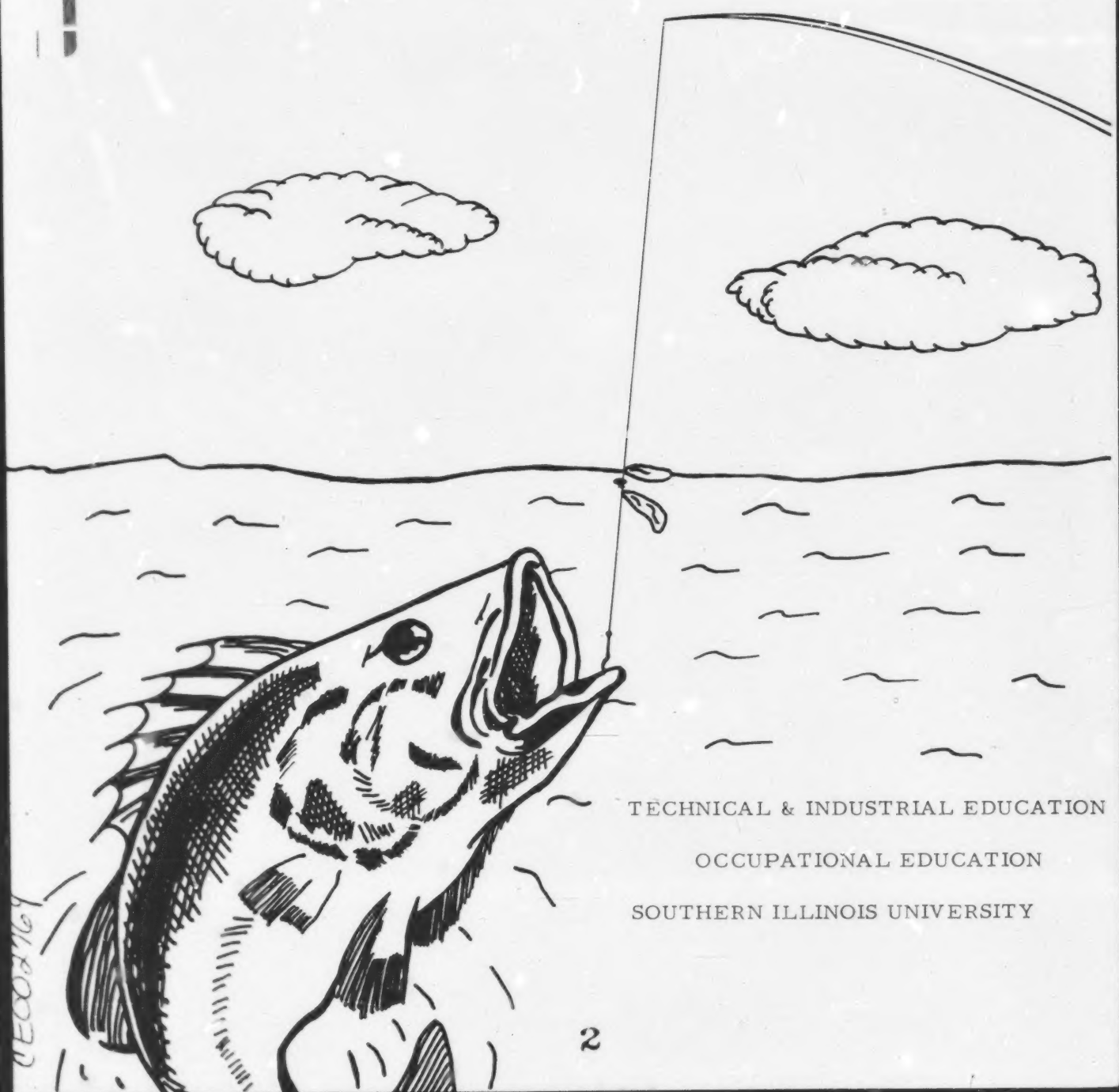

TECHNICAL & INDUSTRIAL EDUCATION

OCCUPATIONAL EDUCATION

SOUTHERN ILLINOIS UNIVERSITY

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ENTERPRISE:MAN & TECHNOLOGY

OCCUPATIONAL EDUCATION

Enterprise No. 3
Fall Quarter 1970

FORWARD

It is especially appropriate to say that the "third time is the charm" in the case of student conducted enterprises in Technical and Industrial Education at SIUC. Fishing Facts Unlimited has been unquestionably successful in several ways. It was the first company to provide a service rather than a simple functioning product. It was obviously a financially sound firm and had great impact in that a large number of agencies in the community were contacted and in that a much larger number of individuals will benefit from the service. It is hoped that the value of occupational orientation classes which will be conducted when the members of the company are teachers, will compare to the long hours of hard work which each contributed to these successes. I take pride in congratulating the class and their instructor.

Ronald W. Stadt, Chairman
Technical & Industrial Education Department

ACKNOWLEDGEMENTS

We, the compilers of this enterprise format, would like to acknowledge the help of a number of people without whose cooperation, this booklet could not have been written. First, we would like to thank Dr. Dennis C. Nystrom, who acted as our technical advisor, and his assistant, Mr. Keith Bayne. We would also like to thank the officers and their staffs of this enterprise for their help in developing the information included in this format.

These men are as follows:

Mike A. Monroe - President
Willard A. Brown - Secretary and Assistant to the President
William E. Morefield - Vice President of Marketing and Sales
Grant A. Blasdell - Vice President of Service Output
Edward J. Roberts - Treasurer
Frank P. Lenertz - Personnel Director

We would also like to tak this opportunity on behalf of the enterprise to thank Dr. Ronald W. Stadt and the Enterprise Staff for their guidance and understanding in the development of the enterprise program at Southern Illinois University.

Willard A. Brown
Secretary and Assistant to the
President

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THE OFFICE OF PRESIDENT

PRESIDENT'S LETTER

This Fall has presented me with a valuable and unique experience in the formation and operation of the FISHING FACTS UNLIMITED ENTERPRISE. I am certain that this is the same feeling of all the members associated with the class and the company. This operation offered an opportunity to the students to gain exposure to the actual business world that is so important to all of us. The students actually established and operated their own small enterprise which enabled them to better understand the financing and production of our counterpart, the major industries of the nation.

Although the enterprise was operated without a board of directors, the student did realize the role of the board. The first step in the enterprise was to elect the working officers. Then the service itself was chosen by means of a market analysis of the area; at the same time, stock was being sold at $1 per share, in blocks of five shares. The beginning captial of the corporation amounted to $115. The service product was then sold and produced with all the financial books closed; when the final reports were completed, dividends were then paid.

Every student was in one or more ways directly involved in the operation of the enterprise. Although each student was given his duties and responsibilities, all the major procedures were presented to the whole enterprise. The procedures were those of cost analysis, break-even analysis, and money disbursements. This gave every

student a good view of the financial operations concerned with the operations of the enterprise.

Students accepted the chain-of-command and worked well under it; they saw the relationship of upper level management with the working labor and understood the staff-line relationships. Finally, the students learned of profit-sharing; this was done by their investing in the enterprise and then receiving cash dividends. I might add that this dividend was the largest paid by an enterprise to date, in this program.

This type of program would be very beneficial on the junior and senior high school level; these students are just beginning to make more decisions as to their role in society. This program would afford them a better insight into the business world which will help them decide if business is their main interest and just what facet their interest is strongest.

The program will help to determine their abilities and knowledge of what possibilities are open to them. The student must remember that it is his life to live and he should be happy with his place in society, for he is the one who makes it.

It has been a pleasure to be president of FISHING FACTS UNLIMITED, and I would like to express my appreciation to all of those involved in the operation that made it a true success. I would also like to recognize Mr. Randy Knox, who printed and produced the booklet;

Mr. Charles DuVall, who drew the maps and sold more than his share of advertisements; and Mr. Grant Blasdell, Vice President of Service Output, who spend many hours in planning and developing the booklet. Also, I would like to thank Dr. Dennis Nystrom who gave us the motivational push that is so important in any enterprise.

Mike A. Monroe
President

PERSONNEL RESPONSIBILITY

MANAGEMENT RESPONSIBILITY

PRESIDENT

The president sees that all work in the enterprise is conducted in accordance with company policies and procedures. He delegates authority to insure efficient attainment of objectives; he creates a pleasant working environment for the employees, which helps to produce at a maximum level. The president sets a good example in order to motivate the behavior of his subordinates. He must understand the feelings of his subordinates, as they translate plans into action; he maintains two-way communications between himself and his subordinates. He is responsible for the success of the enterprise and the performance of his subordinates. In establishing policies and plans, the president considers the welfare of the customers, the workers, the shareholders, and the public.

SECRETARY AND ASSISTANT TO THE PRESIDENT

The assistant to the president has the responsibility of assisting the president in fulfilling the objectives of the enterprise. He handles production organization as it relates to other functions. He is responsible for compiling all the necessary information, from each department, for the construction of manuals and booklets. The assistant to the president also sells stock and prepares a prospectus for the company. The responsibility of developing and maintaining communication links and keeping records and minutes of staff meetings, is held by the secretary. He also assists in gathering data and prepares stock

certificates; he handles market design.

VICE PRESIDENT OF MARKETING AND SALES

The vice president of marketing and sales is responsible for the market analysis to determine the willingness, on behalf of the customer, to purchase the product or service. He is also responsible for collecting, interpreting, dissimulating all market information on the product and the enterprise. He calculates how much it will cost to put the business in operation and the product on the market; he sells stock. He calculates the amount of money required for permanent working funds to establish the organization. The vice president of marketing makes a study of all manner of operating costs and determines the amount of money needed for fixed capital. He makes estimates as to whether or not the profits will warrant the investment.

VICE PRESIDENT OF SERVICE OUTPUT

The vice president of service output is responsible for the creation, production, and distribution of the service. He is responsible for assigning and organizing the workers to specific necessary tasks throughout the production of the Fishing Guide. The vice president is in charge of arranging for all materials and equipment for use in the service enterprise, and the maintenance of the equipment and facilities. Finally, the vice president of service output is responsible for the coordination between the different departments in the enterprise, to insure a smooth operation of the service.

TREASURER

The treasurer is responsible for all the funds and securities. His duties include any and all fun tions pertaining to money transactions. He sells stock, makes bank deposits, prepares bookkeeping records, accounts and invoices. He initiates the checking account and handles all negotiable transactions. The treasurer purchases materials, supplies and equipment, handles order contracts, finance forms, and operating expenses. He processes receipts and disbursements of the enterprise funds and processes all cost accounting. He is responsible for the financial accounts of all the various phases of the operation; he also sells stock.

PERSONNEL DIRECTOR

The responsibility of the personnel department is to develop conditions within the enterprise which will bring about the planned rate of production. He does this by selecting employees and training them. He selects men to fill vacancies and works closely with the production department. The personnel director usually has no direct authority; he serves principally as an advisor. He assists in employee relations and activities. He maintains complete records of all personnel. He formulates policies concerning workers and represents management in handling complaints and grievances of workers. He also acts as a vehicle for the flow of policies from management to the employees. He explains to employees the policies, procedures, regulations, and working conditions; he also sells stock.

SUMMARY OF OPERATIONS

TREASURER

The duties of the treasurer and his staff included any and all functions of the enterprise pertaining to money transactions.

The specific duties of the officer were:

1. To prepare the initial cost analysis of the service to be offered and determine the break-even point of that service.

2. To determine the amount of money needed to finance the company and the number of shares of stock that will be sold to cover that expense.

3. To handle the sale and distribution of stocks and revenues obtained from that sale.

4. To make payment of all expenses incurred by the enterprise; i.e., taxes, rent, wages, materials cost, and supplies.

5. To prepare all vouchers, checks, and receipts necessary during the operation of the enterprise.

6. To maintain clear and accurate records of all transactions involving money, during the operation of the enterprise.

7. To prepare reports and graphic presentations on the financial status of the enterprise and present these items to the company and stockholders from time to time.

8. To distribute all stock dividends derived from the profits and liquidation of the company and to authorize all payments of salaries and wages.

Edward J. Roberts
Treasurer

VICE PRESIDENT OF SERVICE OUTPUT

The survival of an enterprise is dependent on an important operation, the production of a service or product. The vice president of service output was responsible for the design, development, and distribution of the Fishing Guide in FISHING FACTS UNLIMITED.

The vice president was concerned with productive design; the objective was to develop a service which consumers would want. The vice president was also responsible for process design, which is the development of the means to produce the guide. The president was in charge of arranging for all materials and equipment for use in the service enterprise; the maintenance of equipment and facilities is also the responsibility of this vice president and his department.

The service department was concerned with production control; this consisted of a variety of activities, such as, scheduling, routing, checking on the progress of orders, and correction of difficulties. To eliminate numerous obstacles in production, the service department performed periodic inspections and quality control techniques.

The president of service output was responsible for assigning and organizing the workers to specific necessary tasks throughout the production of the Fishing Guide. He was responsible for the coordination between the different departments in the enterprise, to insure a smooth operation of the company.

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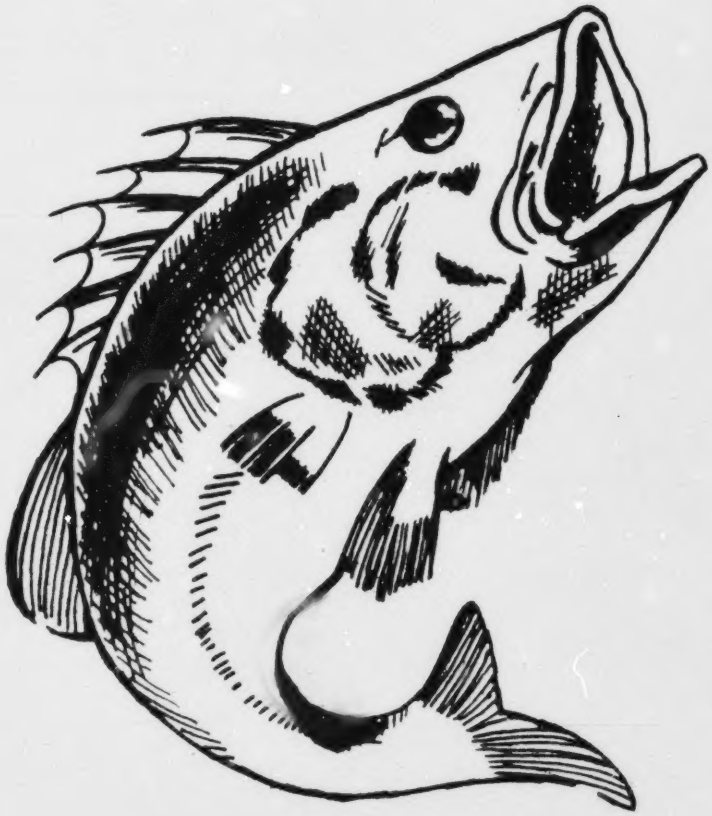
FISHING GUIDE TO SOUTHERN ILLINOIS



The fishing guide contains 48 pages of advertisements, maps, and text material; it size is 8 1/2" x 5 1/2"

VICE PRESIDENT OF MARKETING AND SALES

The responsibilities of the vice president of marketing and sales were to supervise the market analysis, manage the advertising and sales operations, receive sales orders, and distribute the Fishing Guide to customers.

The market analysis was obtained by interviewing a group of random chosen business establishments in and around the Carbondale area. Approximately seventy (70%) percent of the business managers interviewed stated that they would place an advertisement in the Fishing Guide.

Representatives of FISHING FACTS UNLIMITED were deployed to sell advertisements to businesses interviewed in the market analysis and any other business or individual willing to purchase an advertisement.

In receiving sales orders, the vice president was responsible for recording the name of the business or individuals, their addresses, the size of ad, and the amount charged to each customer. The money received from advertisement sales was turned over to the treasurer.

The terminal duty of the vice president of marketing was the distribution of the Fishing Guide to each business establishment whose ad was placed in the guide.

William E. Morefield
Vice President of Marketing

PERSONNEL DIRECTOR

The personnel director was responsible for selecting and placing workers on the production line. He sets up work schedules which show the time that each employee is willing or able to work. He is also responsible for recording the time each employee works; this is done on a day to day basis. He selects personnel to fill vacancies due to the availability of the regular scheduled worker. The personnel director is responsible for the training and development of employees. He develops and maintains communications between the management and workers. His office is responsible for personnel services, such as health and safety, labor relations, benefit planning, job appraisal and evaluation, worker counseling and disciplining, transfer, etc. He was responsible for carrying out all the functions required to provide for effective utilization of human resources within the enterprise.

Frank Lenertz
Director of Personnel

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SECRETARY AND ASSISTANT TO THE PRESIDENT

The duties of the assistant to the president and the secretary were assumed by the same individual in FISHING FACTS UNLIMITED. As assistant to the president, he assumed the responsibility of assisting the president in fulfilling the objectives of the enterprise. He was also responsible for gathering all the necessary information from each department for the construction of the format of the enterprise. He was responsible for the development of the basic design for the cover of this format, the construction of the text for the format, and the delivery of the format plans to the printing office. The special assistant also prepares a prospectus for the company. The foremost duty of the assistant is the collection of data and designing it to fit the needs of the format. As secretary, he has the responsibility of developing and maintaining communication links, keeping records and minutes of staff meetings, and preparing stock certificates.

Willard A. Brown
Secretary and Special Assistant
to the President

FINANCIAL STATEMENT

BALANCE SHEET

	Credit	Debit	Balance
Sale of Stock	$ 115.00	$	$ 115.00
Sale of Advertising Space	1137.00		1252.00
Printing Stocks		35.00	1217.00
Facilities Rent		50.00	1167.00
Materials		538.21	628.79
Travel Pay		23.50	605.29
Miscellaneous		50.89	554.40
Sale of Unused Materials	6.50		560.90
Executive Salaries		50.00	510.90
Wages		189.18	321.72
Stock Refunds		321.72	0.00

APPENDIXES

PERT PROGRAM

DESCRIPTION of PROCEDURES

1. Enterprise Defined
2. Officers selected and Their Duties Defined
3. Product Chosen
4. PERT Program Developed
5. Length of Guide Determined
6. Working Man Hours Determined
7. Materials and Their Quantitites Determined
8. Number of Units Determined
9. Enterprise Named
10. Fixed Costs Determined
11. Variable Costs Established
12. Cost Analysis Set Up
13. Break-even Analysis Completed
14. Production Method Decided
15. Production Plant Area Selected
16. Equipment for Production Obtained
17. Plant Layout Presented
18. Market Survey Taken
19. Program Go-ahead
20. Business Forms Developed
21. Selling Price Determined
22. Financial Records Set Up
23. Means of Providing Capital Selected
24. Captial Provided
25. Wages and Salaries Set
26. Allowance for Expenses Determined
27. Potential of Total Revenues Determined
28. Sells Goals Established
29. Materials Ordered
30. Plant Set up for Readiness
31. Workers Hired
32. Worker's Hours Determined
33. Materials Received
34. Product Manufactured
35. Product Sold
36. Product Distributed
37. Cost of Materials, Wages, and Salaries Paid

38. Records Concluded

39. Market Data Evaluated

40. Efficiency Determined

41. Financial Gains Distributed

PERT

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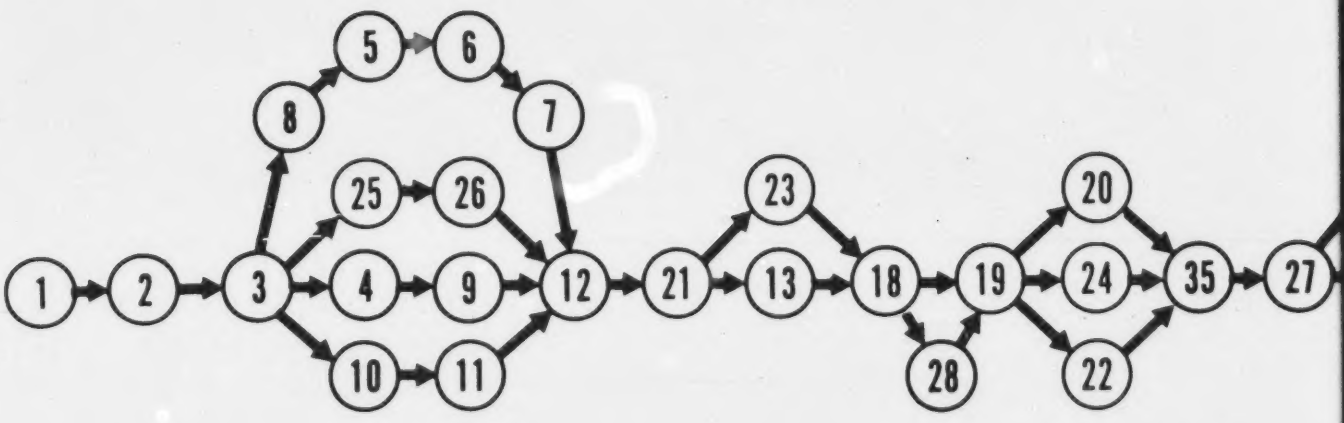
FISHING FA



ERT PROGRAM
for
NG FACTS UNLIMITED

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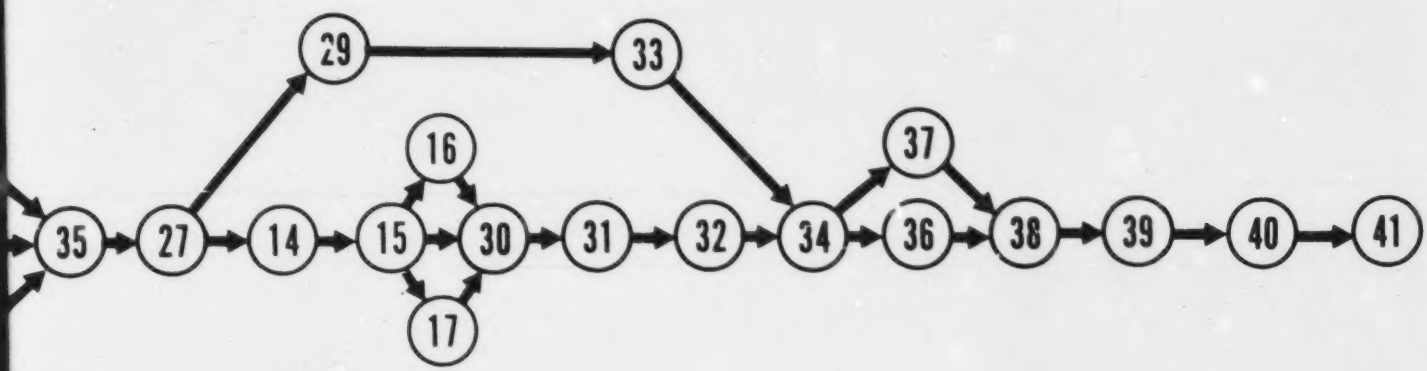
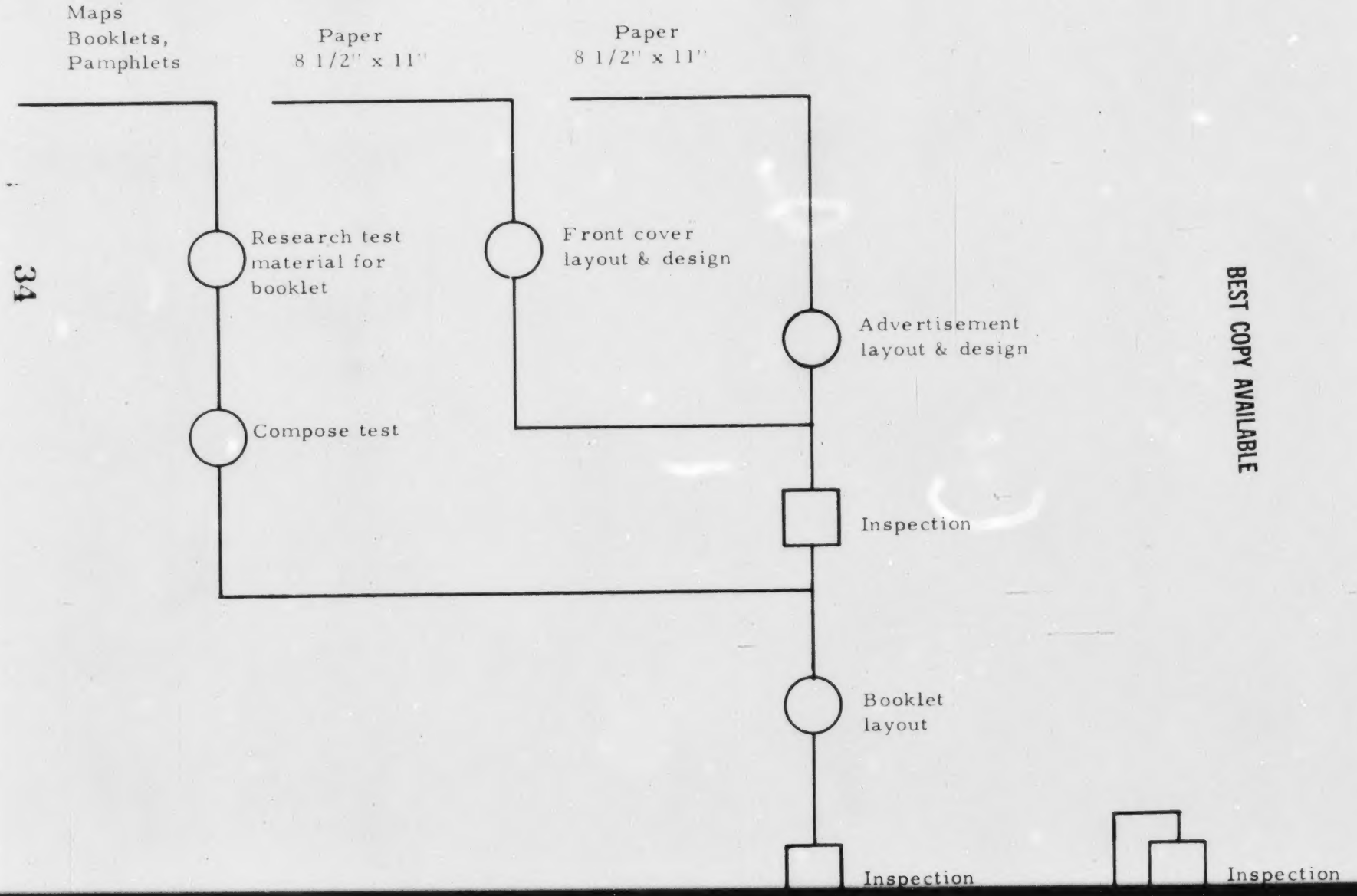


OPERATIONS CHART
for
FISHING FACTS UNLIMITED



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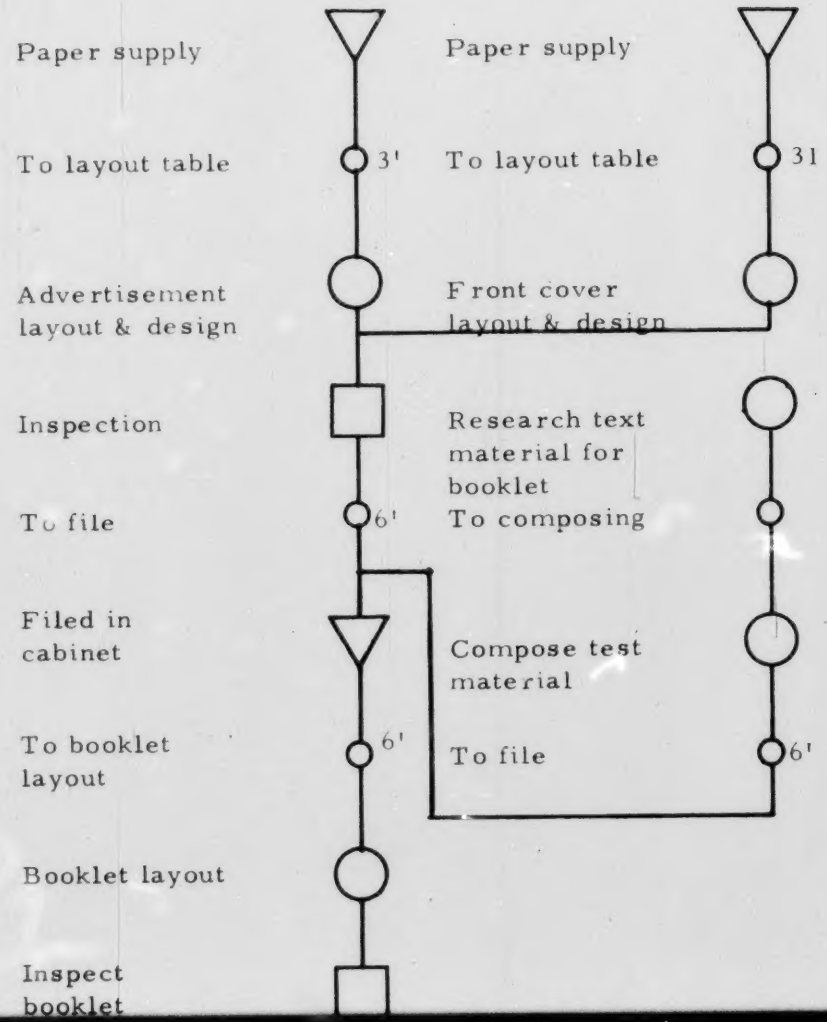
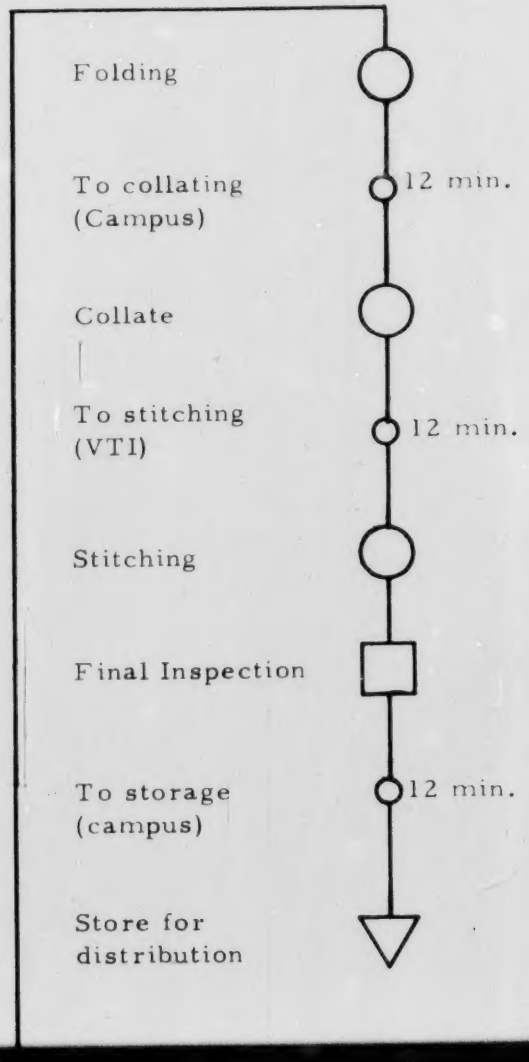
PRODUCT FLOW-PROCESS CHART
for
FISHING FACTS UNLIMITED





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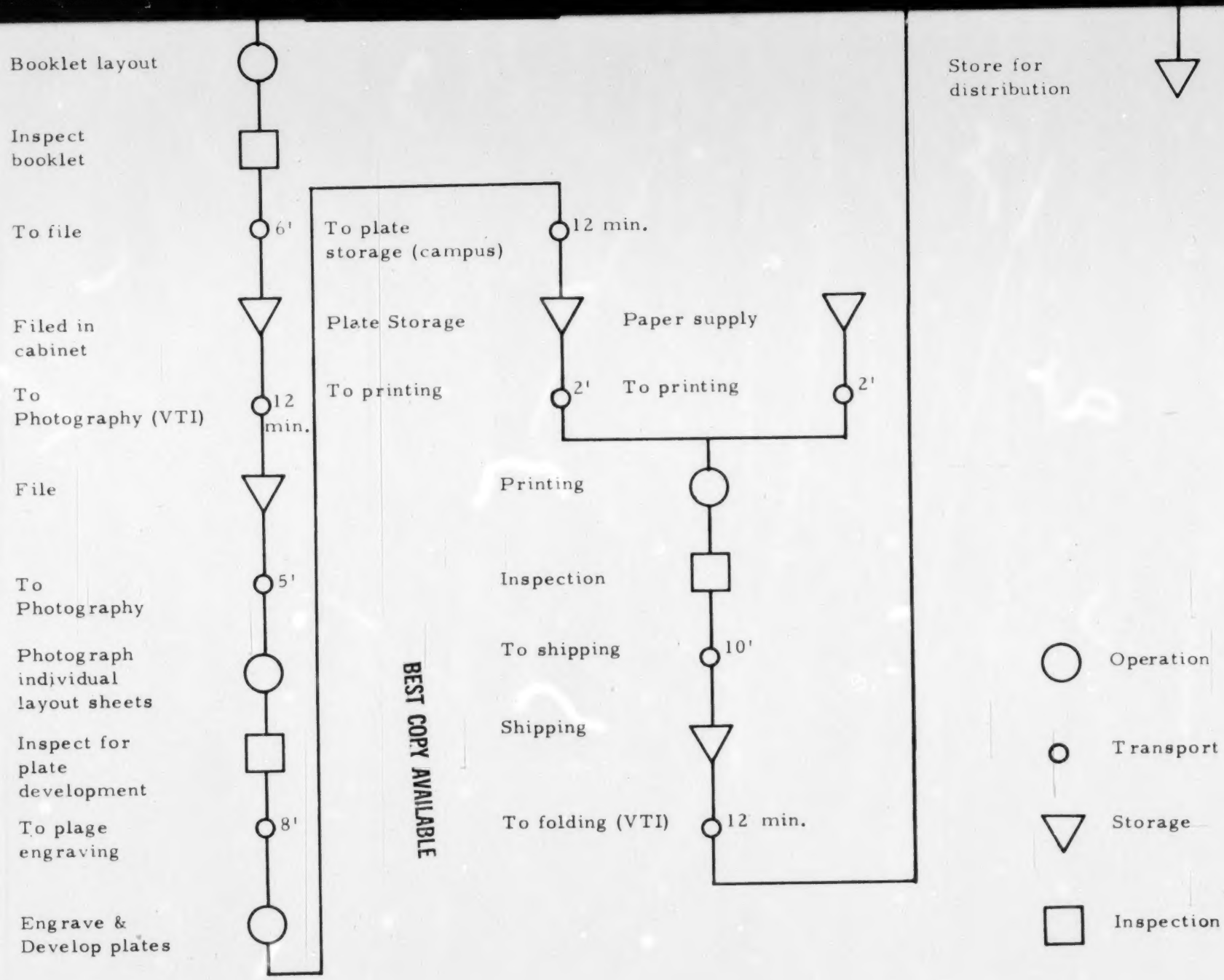

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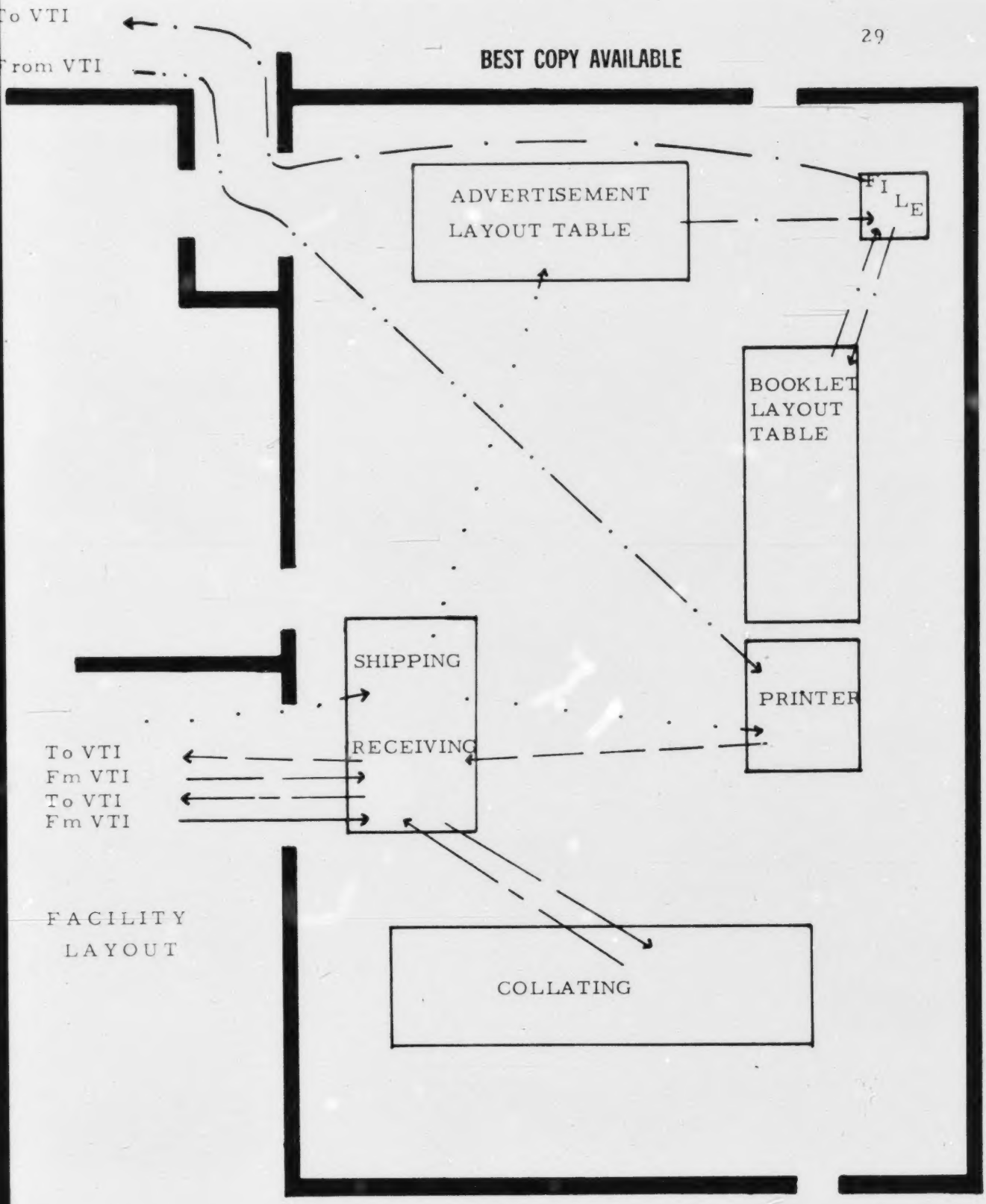

FACILITY LAYOUT

LEGEND

- . . . . . Blank Paper
- —— . —— Advertisement and/or Booklet Layout & Design
- —— . . —— Engraved Plates
- — — — Printed Sheets
- —— —— Folded Sheets
- —— — —— Collated Sheets
- ———— Stitched and Finished Booklet

Fishing Facts Unlimited

THIS IS TO CERTIFY THAT _____ OWNS _____

FULL SHARES AT PAR VALUE OF ONE DOLLAR PER SHARE OF CAPITAL STOCK OF FISHING FACTS UNLIMITED

NON LEGAL SHARES 1 2 3 4 5 6 7 8 9 0

FISHING FACTS UNLIMITED IS A CORPORATION ORGANIZED BY THE STUDENTS ENROLLED IN TECHNICAL AND INDUSTRIAL EDUCATION 420A AT SOUTHERN ILLINOIS UNIVERSITY.

FISHING FACTS UNLIMITED WILL TERMINATE OPERATIONS ON THE 11TH DAY OF DECEMBER, NINETEEN HUNDRED AND SEVENTY AND AT THAT TIME THIS CERTIFICATE BECOMES REDEEMABLE.

_____ Date

_____ President

_____ Treasurer

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Fishing Facts Unlimited

CORPORATION PROSPECTUS

INTRODUCTORY STATEMENT

Fishing Facts Unlimited is a corporation which has been organized for the express purpose of establishing a basis upon which future teachers can properly instruct students in productive operations in the world of work. Since September, 1970, the enterprise, in accordance with standards set by Southern Illinois University, has been in the process of accumulating and organizing all pertinent data for the purpose of engaging in the design, development, and distribution of a fishing guide of Southern Illinois.

Herein, Fishing Facts Unlimited may be referred to as the "Corporation."

ADVERSE ASPECTS OF THIS OFFERING

Any person considering the purchase of the securities offered by this prospectus should carefully consider the following:

1. The offering price to the public, of the capital shares, has been determined by Fishing Facts Unlimited.

2. Fishing Facts Unlimited has not engaged, as of the date of this prospectus, in any business activities whatever. There can be no assurance that the corporation will operate profitably.

3. The corporation will cease all operations on December 11, 1970.

USE OF PROCEEDS

The net proceeds to Fishing Facts Unlimited, after the issue of the stock offered hereby, assuming that all of the one hundred ten (110) shares are sold, will be $110. This amount has been allocated for purpose of acquiring the needed supplies, rental of machinery, utilities, wages, and salaries of personnel, and all other expenses necessary for the operation and production of the guide.

DESCRIPTION OF BUSINESS

Fishing Facts Unlimited is engaged in the design, development, and distribution of fishing guides to commercial establishments. These establishments, if interested, will purchase space in the guide to place their ads.

PROPERTY

The combined executive offices and production facilities are located on the Carbondale campus of Southern Illinois University in Pulliam Hall.

According to the terms of the lease, fifty dollars ($50.00) will be payable to the Enterprise Account of Technical and Industrial Education. The lease will terminate December 11, 1970.

LEGAL OPINIONS

Legal matters in connection with the capital stock offered hereby are being passed upon for Fishing Facts Unlimited by the staff of Southern Illinois University Legal Counsel, Carbondale, Illinois 62901.

MANAGEMENT

President	Mike A. Monroe
Secretary and Assistant to the President	Willard A. Brown
Vice President in Charge of Marketing	William E. Morefield
Vice President in Charge of Service Output	Grant A. Blasdell
Treasurer	Edward J. Roberts
Personnel Director	Frank P. Lenertz
Technical Consultant	Dennis C. Nystrom

Mike A. Monroe, President, is a Senior at Southern Illinois University majoring in Technical and Industrial Education.

Willard A. Brown, Secretary and Assistant to the President, is a Senior at Southern Illinois University majoring in Technical and Industrial Education.

William E. Morefield, Vice President in Charge of Marketing, is a Senior at Southern Illinois University majoring in Technical and Industrial Education.

Grant A. Blasdell, Vice President in Charge of Service Output, is a Senior at Southern Illinois University majoring in Technical and Industrial Education.

Frank P. Lenertz, Personnel Director, earned his Bachelor of Science degree in Technical and Industrial Education in 1970 and is currently pursuing the Master of Science degree in Technical and Industrial Education at Southern Illinois University.

Dennis C. Nystrom, Technical Consultant, earned his Bachelor of Science degree in Education in 1966 from California State College, his D.Ed. in Industrial Education in 1969 from Texas A & M and is presently Assistant Professor in the Department of Technical and Industrial Education at Southern Illinois University.

ROUTE SHEET

Part Name Advertisement Part No. C-1-1

Part Model A-1 Material Paper Drawing No. 1

No. Per Model 1 Unit Weight _____ Date Effective 12/1/70

Lot Size 100

OP. NO.	Depart-ment	Description of Operation	Machine or Material	Tools, Jigs	Set Up Prod. Time
1	Receiving	Receive paper supply			
2	Layout & Design	Layout Adver-tisement & Front Cover	Press-on Letters typewriter & phototypositor		
3	Layout & Design	Layout Booklet			
4	Transport	Send Advertise-ment sheets to photography			
5	Photography	Photograph Sheets	Camera		
6	Engraving	Burn & Develop Plates	Engraver		
7	Transport	Return Plates to Pulliam Hall			
8	Printing	Print pages of booklet from plates	Offset Printer		

9	Folding	Fold Pages	Folder
10	Collate	Place pages in proper order	
11	Stitching	Stitch the sections of booklet	Stitcher
12	Transport	Send Completed booklet to shipping	

ROUTE SHEET

Part Name Text Material Part No. C-2-2

Part Model A-1 Material Research Drawing No. 1

No. Per Model 1 Unit Weight _____ Date Effective 12/1/70

Lot Size 100

OP. NO.	Depart-ment	Description of Operation	Machine or Materials	Tools, Jigs	Set Up Prod. Time
1	Research	Research maps, booklets, pamphlets, books about Southern Illinois			
2	Composition	First draft of research material			
3	Composition	Second draft of research material			
4	Composition	Final draft of research material	typewriter		
5	Transport	Send typed material to booklet layout & design			

TIME CARD

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NAME: _____ DATE BEGINNING _____ ENDING _____

M O N	OUT AM			
	IN AM			
	OUT PM			
	IN PM			
	TOTAL			
TOTAL HOURS				
T U E S	OUT AM			
	IN AM			
	OUT PM			
	IN PM			
	TOTAL			
TOTAL HOURS				
W E D	OUT AM			
	IN AM			
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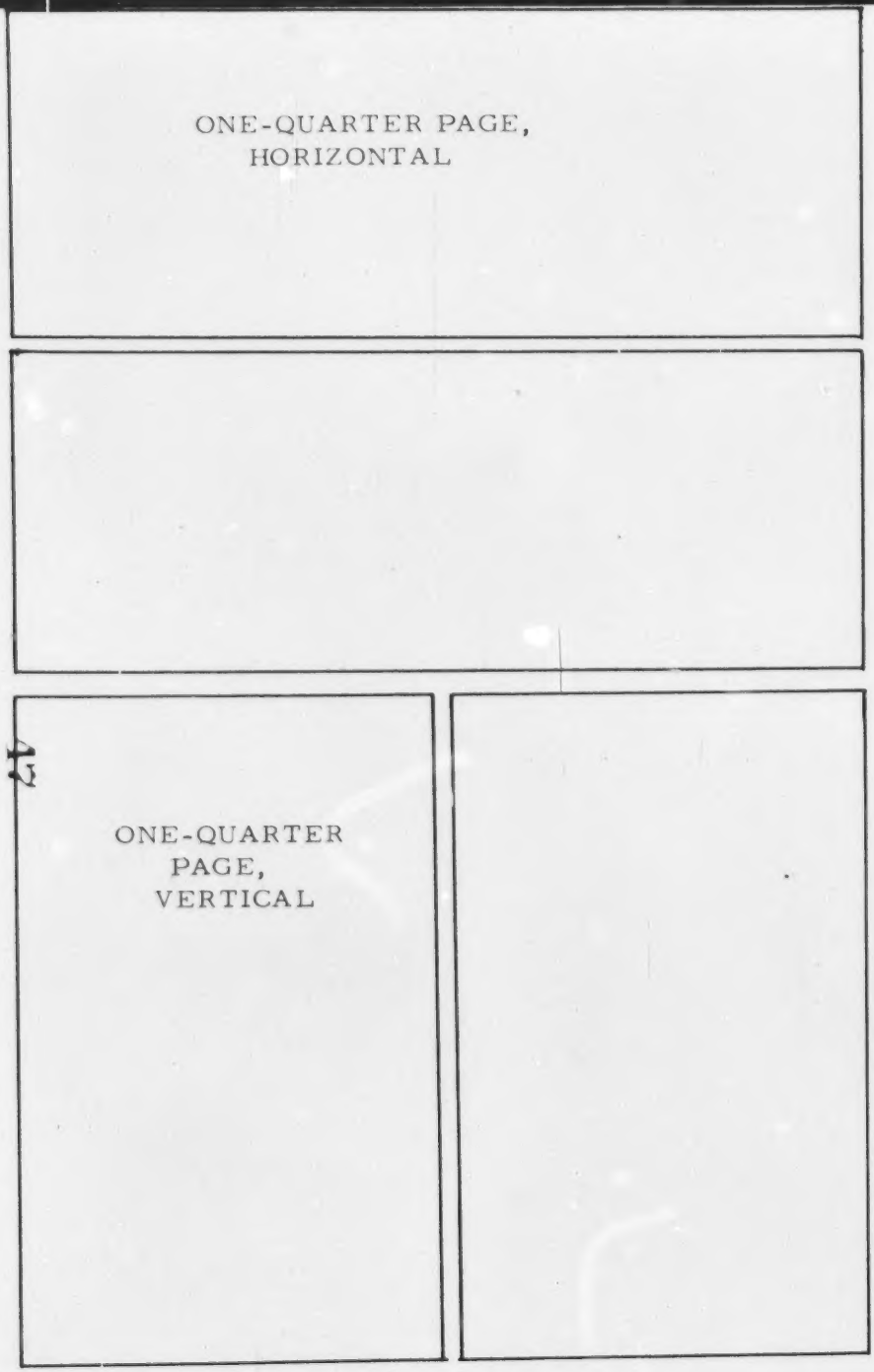
F R I	OUT AM			
	IN AM			
	OUT PM			
	IN PM			
	TOTAL			
TOTAL HOURS				

PAYROLL SUMMARY

NO.	EMPLOYEE	$ PER HR. REGULAR EARNINGS	# HOURS	MISCELLANEOUS	TOTAL EARNINGS



The spaces shown were presented to the businessmen as suggested sizes for his advertisement.

FULL

OR

HALF PAGE

FISHING FACTS UNLIMITED

Customer Receipt

Purchaser _____

_____

_____

Size _____ Amount Received _____

Date _____ Salesman _____

Purchaser _____

_____

_____

Size _____ Amount Received _____

Date _____ Salesman _____

MARKET ANALYSIS

&

ORDER FORM

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Representative's Name
Type of Business

Name of Business

Address

Telephone Number

Interested in placing advertisement? Yes-(Size)
No

Interested in distributing copies? Yes-(Number of copies)
No

LETTER

OF

VERIFICATION

The following letter was used to verify that Mr. Brown was a student participating in an occupational educational course and was not presenting himself for reasons of his own.

Southern Illinois
University

CARBONDALE, ILLINOIS 62901

School of Technology

October 27, 1970

Mr. Howard
City National Bank
Murphysboro, Illinois 62966

Dear Mr. Howard:

This letter is to introduce you to Mr. Willard Brown, student enrolled in TIED 420A-Enterprise: Man-Machine systems.

TIED 420A is a course designed to teach students how to effectively establish and conduct a modern business enterprise. This quarter our students are developing a fishing guide for Southern Illinois. This venture is to be financed through local advertising.

The course and the business enterprise is conducted under the legal advisement of the University Legal Services.

If you are interested, I am sure Mr. Brown will further explain our program and this course.

Thank you.

Sincerely,

Dennis C. Nystrom, Ed. D.
Assistant Professor

DCN:tag

Following is a list of students who were involved in the educational enterprise or TIED 420A. Enterprise: Man-Machine Systems:

Earl R. Abel

Grant A. Blasdell

Marvin W. Bragg

Sam Briscoe

Willard A. Brown

John P. Duggan

Charles D. DuVall

Thomas M. Egan

Edward A. Genzler

Gary D. Hill

Gary D. Huber

Randy Knox

Frank P. Lenertz

Mark S. Lueken

Mike A. Monroe

William E. Morefield

Edward J. Roberts

Wayne D. Rubach

Gerry J. Rylands

Emmet Whitacre

Instructors: Dennis C. Nystrom, Ed. D

Keith Bayne